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Please amend claims 21, 25-38 and 52-60, as follows:

21. (Once Amended) A method for enabling a remote user to preview a portion of a pre-recorded video product from a network web site containing pre-selected portions of different pre-recorded video products, using a computer, a computer display and a telecommunications link between the remote user's computer and the network web site, the method comprising the steps of:

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- a) using the remote user's computer to establish a telecommunications link to the network web site wherein the network web site comprises (i) a central host server coupled to a communications network for retrieving and transmitting the pre-selected portion of the pre-recorded video product upon request by a remote user and (ii) a central storage device for storing pre-selected portions of a plurality of different pre-recorded video products;
  - b) prior to previewing a pre-selected portion of a pre-recorded video product, transmitting user identification data from the remote user's computer to the central host server thereby allowing the central host server to identify and track the user's progress through the network web site;
  - c) choosing at least one pre-selected portion of the pre-recorded video products from the central host server;
  - d) receiving the chosen pre-selected portion of the pre-recorded products;
  - e) interactively previewing the received chosen pre-selected portion of the pre-recorded video product; and
  - f) storing data corresponding to the remote user's activities on the network web site along with the user identification in a manner that allows pre-selected portions of pre-recorded video products previewed by a remote user to be associated with the remote user who previewed them.

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25. (Once Amended) A method for enabling a remote user to preview a portion of a pre-recorded video product from a network web site containing pre-selected portions of different pre-

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recorded video products, using a computer, a computer display and a telecommunications link between the remote user's computer and the network web site, the method comprising the steps of:

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- a) using the remote user's computer to establish a telecommunications link to the network web site wherein the network web site comprises (i) a central host server coupled to a communications network for retrieving and transmitting the pre-selected portion of the pre-recorded video product upon request by a remote user and (ii) a central storage device for storing pre-selected portions of a plurality of different pre-recorded video products;
  - b) prior to previewing a pre-selected portion of a pre-recorded video product, transmitting user identification data from the remote user's computer to the central host server thereby allowing the central host server to identify and track the user's progress through the network web site;
  - c) choosing at least one pre-selected portion of the pre-recorded video products wherein the portion of the pre-recorded product is identified by a product code;
  - d) receiving the chosen pre-selected portion of the pre-recorded video products;
  - e) interactively previewing the received chosen pre-selected portion of the pre-recorded video product; and
  - f) storing data corresponding to the remote user's activities on the network web site along with the user identification in a manner that allows pre-selected portions of pre-recorded video products previewed by a remote user to be associated with the remote user who previewed them.

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26. (Twice Amended) A computer system comprising:

- a) a networked central host server that retrieves and transmits a pre-selected portion of a pre-recorded video product upon request by a remote user over a telecommunications link, the central host server hosting a web site that enables preview of pre-selected portions of pre-recorded video products on a computer associated with the remote user;

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b) a central storage device that stores pre-selected portions of a plurality of different pre-recorded video products, the central storage device coupled to the central host server; and

c) machine executable programs of instructions that provide: an identification (ID) process that recognizes user identification data, transmitted from the remote user's computer to the central host server, which specifically identifies the remote user to the central host server prior to preview of the pre-selected portion of the pre-recorded video product by the remote user; a tracking process that tracks the remote user's progress through the network web site; and a control process that provides the remote user with interactive control over the preview of the pre-selected portion of the pre-recorded video products;

wherein data corresponding to the remote user's activities on the network web site is stored along with the user identification data in a manner that allows pre-selected portions of pre-recorded video products previewed by a remote user to be associated with the remote user who previewed them.

27. (Once Amended) The computer system of Claim 26 wherein the portions of plurality of different pre-selected pre-recorded video products are identified and called from the central storage device using unique product codes.

28. (Twice Amended) The computer system of Claim 26 further comprising a machine executable program of instructions that provides a purchasing process that allows the user to place an order for purchasing at least one video product.

29. (Twice Amended) The computer system of Claim 26 further comprising a machine executable program of instructions that provides a listing process that provides the user with dynamic lists of the pre-selected portions of the plurality of different pre-recorded video products that have been previewed the most.

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30. (Twice Amended) The computer system of Claim 26 further comprising a machine executable program of instructions that provides a recording process that provides the user with a record of previous previews by the user.

31. (Twice Amended) The computer system of Claim 26 further comprising a machine executable program of instructions that provides a ratings process that prompts the remote user for a user's rating of a particular one of the pre-selected portions of the plurality of different pre-recorded video products and stores the user's rating.

32. (Twice Amended) The computer system of Claim 31 further comprising a machine executable program of instructions that provides a first market research process that correlates the user's rating with the user identification data, for compiling market research data.

33. (Twice Amended) The computer system of Claim 26 further comprising a machine executable program of instructions that provides a second market research process that correlates the user identification data with all previews performed by the remote user, for compiling market research data.

34. (Twice Amended) A computer system comprising:

- a) a networked central host server that retrieves and transmits a pre-selected portion of a pre-recorded video product upon request by a remote user over a telecommunications link, the central host server hosting a web site that enables preview of pre-selected portions of pre-recorded video products on a computer associated with the remote user;
- b) a central storage device that stores pre-selected portions of a plurality of different pre-recorded video products, the central storage device coupled to the central host server;
- c) machine executable programs of instructions that provide: an identification (ID) process that recognizes user identification data, transmitted from the remote user's computer to the central host server, which specifically identifies the remote user to the central host server prior to preview of the pre-selected portion of the pre-recorded video

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product by the remote user; a tracking process that tracks the remote user's progress through the network web site; a control process that provides the remote user with interactive control over preview of the pre-selected portion of the pre-recorded video product; and a demographic process, associated with the central host server, that collects demographic information regarding the user;

wherein data corresponding to the remote user's activities on the network web site is stored along with the user identification data in a manner that allows pre-selected portions of pre-recorded video products previewed by a remote user to be associated with the remote user who previewed them.

35. (Twice Amended) The computer system of Claim 34 further comprising a machine executable program of instructions that provides a ratings process that prompts the user for a user rating of a particular one of the pre-selected portions of the plurality of different pre-recorded video products and stores the user rating.

36. (Twice Amended) The computer system of Claim 35 further comprising a machine executable program of instructions that provides a first market research process that correlates the user rating with the user identification data, for compiling market research data.

37. (Twice Amended) The computer system of Claim 34 further comprising a machine executable program of instructions that provides a second market research process that correlates the user ID with all previews performed by the user, for compiling market research data.

38. (Once Amended) The computer system of Claim 34 wherein the demographic information is selected from the group of information types consisting of age, sex, income, ethnicity, education level, marital status, hobbies, and occupation.

52. (Once Amended) The method of claim 21, further comprising a step of rating one of the pre-recorded video products, wherein the user is graphically provided with about 5 discrete rating selections on the computer display.

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53. (Once Amended) The method of claim 21, further comprising a step of gathering, from the network web site, customized market research information according to one or more desired parameters selected from the group consisting of unit sales, time periods, geographic markets, specific video categories, configuration breakdowns, and demographic user profiles.

54. (Once Amended) The method of claim 22, wherein, in association with the rating step, the user is graphically provided with about 5 discrete rating selections on the computer display.

55. (Once Amended) The computer system of claim 26, further comprising a machine executable program of instructions that provides a ratings process that prompts the remote user for a rating of one of the pre-recorded video products, wherein the user is graphically provided with about 5 discrete rating selections.

56. (Once Amended) The computer system of claim 26, further comprising a machine executable program of instructions that provides a customizable market research process that gathers, from the network web site, customized market research information according to one or more desired parameters selected from the group consisting of unit sales, time periods, geographic markets, specific video categories, configuration breakdowns, and demographic user profiles.

57. (Once Amended) The computer system of claim 31, wherein, in association with the rating process, the remote user is graphically provided with about 5 discrete rating selections.

58. (Once Amended) The computer system of claim 34, further comprising a machine executable program of instructions that provides a ratings process that prompts the user for a rating of one of the pre-recorded video products, wherein the user is graphically provided with about 5 discrete rating selections.

59. (Once Amended) The computer system of claim 34, further comprising a machine executable program of instructions that provides a customizable market research process that gathers, from the network web site, customized market research information according to one or

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more desired parameters selected from the group consisting of unit sales, time periods, geographic markets, specific video categories, configuration breakdowns, and demographic user profiles.

60. (Once Amended) The computer system of claim 35, wherein, in association with the rating process, the user is graphically provided with about 5 discrete rating selections.

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